

FEBRUARY 1993 MANUFACTURERS' DEEP DISCOUNT PRICE INCREASE SUMMARY

COMPANY	ANNOUNCED	EFFECTIVE	BRANDS	PRICE INCREASE	NEW PRICE			TERMS	ALLOCATION	CURRENT ALLOWANCES	
					80/85	100/120	WHOLS			WHOLS	RET
PHILIP MORRIS	THUR., 2/11/93	MON., 2/15/93	BASIC	\$2.50	\$35.20	\$36.45	2 WEEK CREDIT MEMO ON DIFF	135%		(\$1.25) (\$4.00) (\$0.25) (\$2.50)	
	WED., 2/17/93	MON., 2/22/93	BASIC	\$1.50	\$36.70	\$37.95	NONE	NONE			
	WED., 2/17/93	MON., 2/22/93	PARTNERSHIP ACCRUAL PROGRAM				\$25/CTN PAID SEMI-ANNUALLY				
		FEB 1,1993	RETAIL ALLOWANCE				\$80/CTN PAID BY WHOLS.				
			WHOL ALLOWANCE				\$05/CTN PAID MONTHLY				
			OFF-INVOICE ALLOWANCE				\$50/CTN				
	THUR., 2/11/93	MON., 2/15/93	ALL AMERICAN VALUE	\$2.50	\$53.85	\$55.10	2 WEEK CREDIT MEMO ON DIFF	135%			
	WED., 2/17/93	MON., 2/22/93	ALL AMERICAN VALUE	\$1.50	\$55.35	\$56.60	NONE	NONE			
RJ REYNOLDS	THUR., 2/11/93	MON., 2/15/93	PRIVATE LABEL	\$2.50	\$35.20	\$36.45	2 WEEK CREDIT MEMO ON DIFF	135%		(\$1.25) (\$4.00) (\$0.25) (\$2.50)	
	WED., 2/17/93	MON., 2/22/93	PRIVATE LABEL	\$1.50	\$36.70	\$37.95	NONE	NONE			
	TUES., 2/16/93	WED., 2/17/93	PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60					
B & W	FRI., 2/12/93	TUES., 2/16/93	FRSYTH(BEST VAL,MONARCH,P.L.)	\$4.00	\$36.70	\$37.95	1 WEEK CREDIT MEMO ON DIFFERENCE BETWEEN OLD AND NEW PRICE			(\$1.25) (\$4.00) (\$0.25) (\$2.50)	
	FRI., 2/12/93	TUES., 2/16/93	PARTNERSHIP ACCRUAL PROGRAM				\$25/CTN PAID SEMI-ANNUALLY				
		JAN. 1,1993	BEST VALUE,MONARCH				\$80/CTN PAID BY WHOLS.				
			RETAIL FEATURE ALLOWANCE				\$05/CTN				
			WHOL ADMIN FEE				\$50/CTN				
LIGGETT			OFF-INVOICE TRADE DISCOUNT							(\$1.00) TO (\$7.50) (\$12.50)	
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60					
	TUES., 2/16/93	THURS., 2/18/93	RALEIGH EXTRA AND GPC	\$2.50	\$40.20	\$41.45	2 WEEK CREDIT MEMO ON \$4 DIFF				
		MON., 2/22/93	GPC	\$1.50	\$41.70	\$42.95	BETWEEN OLD AND NEW PRICE				
AMERICAN			OFF-INVOICE ALLOWANCE				\$20/CTN		200%	(\$1.00) TO (\$7.50) (\$12.50)	
			PROMO ALLOWANCE (COUPONS/BUY DOWNS)				\$1.50-\$2.50/CTN				
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60					
	FRI., 2/19/93	TUES., 2/23/93	GENERIC/P.L./QUALITY SEAL	\$2.50	\$35.20	\$36.45	1 WEEK CREDIT MEMO ON DIFFERENCE				
				\$1.50	\$36.70	\$37.95	BETWEEN OLD AND NEW PRICE			(\$6.75) (\$1.25)	
			PREMIUM BRANDS	NO CHANGE	\$71.10	\$72.60					

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